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On the Frontlines

New Asotin clinic policy makes cessation intervention routine

The Asotin County Health District's Family Planning Clinic is now asking all patients on every visit about their tobacco use and evaluating their readiness to quit, the result of a new policy that went into effect this month.

"We know consistent recommendations to stop smoking are an essential part of preventative health care – that brief interventions are effective," says Donna Schaff, the district's Tobacco Program coordinator. "This policy makes intervention a routine part of our process."



Nurses at the clinic use the *Smoking Cessation Brief Intervention Guidelines* – the 5 A's – to quickly determine a patient's tobacco usage and readiness to quit. Smoking is now treated as one of the "vital signs" on the patient's chart, and nurses document assessments,

interventions, and follow-up contacts. In addition, an internal communication log keeps nurses informed of which clients are contemplating quitting and need follow-up counseling. The clinic doesn't provide cessation services, but provides referrals for those services.

Schaff, a registered nurse, wrote the new policy in collaboration with her colleagues after attending the Tobacco Cessation Resource Center's Cessation Forum last fall.

"I learned about the obstacles to developing and applying a new policy, which allowed us to shape something that was approved by the district and clinic administrators relatively easily," she says.

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“The Cessation Forum was a great opportunity to network with others from across the state and learn what other organizations are doing.”

One of the biggest challenges is the perception that an intervention policy takes a lot of time and will increase workload. To address that concern, Schaff showed administrators that brief interventions are just that – brief – and are effective if used consistently. She also worked with others to merge intervention activities into routine clinic procedures to “simplify the paper trail.” The success of implementing a policy change was the result of involving stakeholders, in this case Family Planning Clinic staff, early on, she says.

The health district chose the Family Planning Clinic as a place to test a more pro-active policy because of the high smoking rates of the clinic’s patients.

“We have a high smoking rate among pregnant women in our county. We also have a very high rate among young adults – an age group that frequently uses services at our family planning clinic,” Schaff says. “So it made sense to test out this type of approach with that population.

“We’re starting out small. We hope to expand the approach to clients in our other programs,” she says. “The county is also going to be looking at smoke-free parks and maybe some of what we’ve learned can be applied to that process as well.”

For more information, contact Donna Schaff at 509-758-3344 or dschaff@co.asotin.wa.us

Tobacco sales to minors continue to drop

Ninety-five percent of tobacco retailers in Washington are complying with the law prohibiting sales of tobacco to minors, according to the annual Synar Report, which describes the rate of illegal retailer sales to minors during random checks. Correspondingly, sales of tobacco to minors are down to about 5 percent in 2006, a decrease of nearly 60 percent compared to 1999 sales of more than 12 percent.

The federal government requires states to prohibit retailers from selling or distributing tobacco products to anyone under the age of 18 years and to conduct random, unannounced inspections to ensure compliance with the law. In Washington, local health departments and the Liquor Control Board conduct the inspections, and tobacco prevention youth groups assist by trying to buy cigarettes while underage.

A shift in attitude towards protecting youth from tobacco use, combined with education about the legal requirements of tobacco sales and retailer cooperation are credited with the significant decrease in sales.

For more information, contact Paul Davis at 360-236-3642 or paul.davis@doh.wa.gov.

Asotin County Tobacco Use Facts

- About 22.4% of adults in Asotin County smoke cigarettes.
- About 25.3% of pregnant women in Asotin County smoke during pregnancy, compared to 10.2% state-wide.
- About 60 infants are born each year in Asotin County to mothers who smoke during pregnancy.

Glantz presents current secondhand smoke research

“Thirdhand” smoke – smoke and particulates left behind after a smoker leaves the room – may be three or four times more toxic than fresh mainstream smoke, said Dr. Stan Glantz, renowned tobacco control advocate and director of the Center for Tobacco Control Research and Education at the University of California-San Francisco.

Glantz spoke on “The Current Science and Policy Implications of Secondhand Smoke Exposure” last month in Seattle. His visit was co-sponsored by the University of Washington Tobacco Studies Program, which is funded by the Department of Health Tobacco Prevention and Control Program.

Glantz cited a Stanford University study that found cigarette smoke generated in one room of an apartment quickly dissipates to other rooms and leaves toxic gaseous and particulate residues at levels that far exceed known safety standards.

He also discussed studies that show exposure to secondhand smoke was associated with a 30 percent increased risk of heart attacks in residents of communities that allowed smoking in public venues, compared with those that had comprehensive smoke-free workplace laws.

Glantz said the 2006 surgeon general’s report on secondhand smoke stated that the evidence is suggestive that secondhand smoke exposure causes breast cancer in pre-menopausal women, but that the authors of a 2006 California Environmental Protection Agency report felt the evidence was conclusive.

A complete recording of Glantz’s talk is available on Globalink Radio at www.glkradio.org.

Need to Know

New cessation campaign launches this month

After an 18-month mass media hiatus, a new cessation campaign is scheduled to hit the airways January 29. The *Cold Turkey* campaign picks up where the 2005 *Fight Your Urge* campaign left off – by emphasizing the importance of having a plan for organizing the quitting process.



The star of the campaign, which will run at least through June 2007, will be a real *cold turkey* representing the difficulty of quitting “cold turkey” without a plan in place. Tobacco users will be encouraged to call 1-800-QUIT-NOW to talk with a quit coach or to visit www.quitline.com.

The campaign will include TV, radio, and transit advertising, and out-of-home materials, such as Laundromat clings, gas pump toppers, convenience store posters, clings, and coffee cup sleeves.

Research for the campaign revealed insights into the psychology of smokers and helped guide the development of the campaign. Key findings included:

- People trying to quit are in a struggle: giving up something that brings tangible comfort in exchange for a future, so-called “more positive” state that is uncertain and not yet tangible.
- Smoking is ingrained in smokers’ routines and rituals perhaps more than they even realize.
- Smokers can be unreasonably hard on themselves – guilt is a huge part of being a smoker and also comes with failed attempts to quit.
- Many smokers want to quit, but worry about their ability to succeed and the negative consequences of the quit, such as comfort-level, people they now smoke with, and activities they now partake in.
- A smoker will quit many times before succeeding.

For more information, contact Scott Schoengarth at 360-236-3634 or scott.schoengarth@doh.wa.gov

Innovative project brings cessation to Head Start families

Families with children in Pierce County Head Start programs will receive cessation assistance as a result of partnership between the state Tobacco Program, Puget Sound Educational Service District (ESD), Tacoma-Pierce County Health Department, and the American Legacy Foundation. Washington State was selected by the American Legacy Foundation to be a pilot site for finding effective ways to promote tobacco cessation to Head Start families.

The impact of tobacco use is considerable in the Head Start population. Increasing quitting among parents and household members will benefit the children in a number of ways, including reducing exposure to secondhand smoke, a leading cause of childhood asthma and upper respiratory illness.

The first several months of the project will be spent training staff from the six Head Start sites that have volunteered to participate: Early Head Start, Bates Technical College, Pierce County Community Services, Chief Leschi, Bethel, and Clover Park.

In late January family support staff at the selected sites will receive training on Brief Tobacco Intervention System Skills and on the use of motivational interviewing techniques. Staff with the ESD and Head Start programs is very enthusiastic about the project and will be finding ways to include the identification of families affected by tobacco use into their ongoing screening processes. The Tacoma-Pierce County Health Department will assist by providing information about local cessation resources and to support the training process.

Julie Thompson, cessation specialist with the state Tobacco Program is providing technical assistance and Michael Sparks, policy director of the Center for Community Action and Training is evaluating and documenting the project. The Tobacco Program made \$100,000 available to Puget Sound ESD to cover training expenses and to disperse to the Head Start sites for start up costs.

Legacy and the National Association of Head Start Programs plan to launch a national cessation program based on learning from this project and pilot projects in three other states.

For more information, contact Julie Thompson at 360-236-3722 or juliet.thompson@doh.wa.gov.

Tobacco Cessation Resource Center updates services

The Tobacco Cessation Resource Center is updating programs and services in several areas to better serve contractors and tobacco prevention partners.

Trainings

The resource center is redeveloping the “Brief Tobacco Intervention Skills” into a new curriculum called “Foundations for Effective Tobacco Cessation Programs.” It will be a six-hour course that focuses on building skills to implement the “Public Health Guidelines” and using a one-hour “Health Care Provider Presentation” as a tool to create an effective tobacco cessation program in an organization. The resource center will test the new curriculum at contractor trainings in Spokane on February 1 and in Renton on February 28.



Organizational Change

The resource center has begun work with three community contractors and three agencies (one hospital, one medical center, and one clinic) on the Systems Change Pilot Project. Contractors and agency partners are completing an online course to learn more about systems change tools, and a research scientist will make site visits to each agency with the community contractor to help them assess the agency and build a plan. An advisory board will provide additional input.

New Web site

The Tobacco Cessation Resource Center will launch a Web site at www.tobaccoprc.org/tcrc in late January.

For more information, contact Julie Thompson at 360-236-3722 or juliet.thompson@doh.wa.gov, or Gillian Schauer, Tobacco Cessation Resource Center, 206-876-2275.

Urban Indian Tobacco Coalition honors members, partners

The Urban Indian Tobacco Coalition sponsored an Executive Lunch on November 16 at the Edgewater Hotel in Seattle. The Tobacco Program’s Urban Indian contractor, the Seattle Indian Health Board, coordinated the event.

The purpose was to honor coalition members, recognize outstanding efforts, and thank partners, including American Lung Association of Washington, the American Cancer Society, Public Health Seattle King County, Puget Sound ESD, and the state Tobacco Program.



Annette Anquoe of the Seattle Indian Health Board thanks Phil Lane, Jr., CEO of United Indians of All Tribes at an Executive Luncheon

For more information, contact Dave Harrelson at 360-236-3685 or david.harrelson@doh.wa.gov.

Cleaner indoor air one year after new law

A year after voters approved expansion of the Washington Clean Indoor Air Act to include all public places, indoor air is significantly cleaner and the increased restrictions on smoking are prompting people to quit.



Air pollution decreased by 88 percent in Washington State bars and restaurants since the law took effect, according to the results of air quality monitoring tests conducted by the American Lung Association of Washington. In addition, a record number of people called the quit line in January 2006 – about one in five said they called because of the new law.

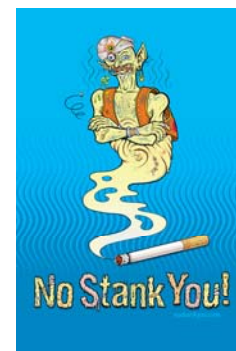
Media coverage of the anniversary focused on the high level of compliance statewide, a drop off in complaints of violations, and an increase in numbers of calls to the Washington Tobacco Quit Line in the first quarter of 2006.

For more information, contact Julie Pyatt at 360-236-3643 of julie.pyatt@doh.wa.gov.

No Stank You! campaign surges

A third of the way through the *No Stank You!* 2006-07 youth tobacco prevention media campaign, the Web site activity is encouraging, more TV ads are being developed, and new “vlogs” will continue to be posted every three weeks or so.

In the first three months of the campaign, there were 186,498 visits to www.NoStankYou.com, an average of 62,166 per month – a nearly 30 percent increase in campaign-specific Web activity over the previous youth campaign, *Smoking Is Gross*.



Focus group research will be conducted later this month to see how the target audience is reacting to the campaign. Anecdotal feedback from kids, schools, and families has been positive.

For more information, contact Scott Schoengarth at 360-236-3634 or scott.schoengarth@doh.wa.gov.



No Stank You! rocks Jingle Bell Bash

No Stank You!, the youth tobacco prevention media campaign, was one of the sponsors of – and a big hit at – the annual *Jingle Bell Bash* at the Tacoma Dome on December 10. The event featured music aimed at middle and high school youth. More than 1,200 *No Stank You!* tee shirts and other campaign materials were distributed from the *No Stank You!* booth, which continuously had more than 50 people in line. Tobacco Program youth action teams staffed the booth, talked with other teens about *No Stank You!*, and handed out “stop the stank” nose plugs.

For more information, contact Scott Schoengarth at 360-236-3634 or scott.schoengarth@doh.wa.gov.

Save the date for Tobacco Program conference

The Tobacco Program's 2007 state conference is set for September 24-26 at the Marriott Hotel in SeaTac. The conference is being planned by an advisory committee comprised of local program staff and Tobacco Program staff, and is coordinated by Wright Communications.

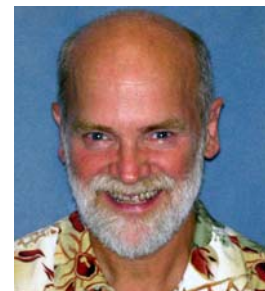
Advisory committee members include Deb Drandoff and Sheryl Taylor, Tobacco Prevention Resource Center; Mo Malkin, Verbena; Annette Anquoe, Seattle Indian Health Board, Sarah Bedsaul, Kittitas County Health Department; Scott Neal, Public Health Seattle King County; Tricia Hughes, Educational Service District 101; Paul Davis, Tobacco Program; and Brad Wright, Wright Communications.

Contractors should save photos of tobacco prevention activities and events for inclusion in the conference "photo album" slide show.

For more information, contact Paul Davis at 360-236-3642 or paul.davis@doh.wa.gov.

Long-time tobacco prevention advocate moves on

In the 1970s, James Lanz testified in favor of a proposed ordinance to require no-smoking sections in Eugene restaurants. In 1989, he was involved in some of the first tobacco retailer compliance checks in the state. Since 1993, he has worked in tobacco prevention for Clark County Public Health, and in that time the adult smoking rate in Clark County has declined from 29.8 percent to around 19 percent. He recently accepted a new position with his agency's Public Health Emergency Preparedness and Response Program.



"James has been a tireless advocate in the effort to eliminate the negative health impacts from tobacco and will surely be a great asset to the work in emergency preparedness," said Paul Davis, Tobacco Program contract manager. "Those of us in tobacco prevention will miss him greatly and hope that his salary is commensurate with the length of his new title: Preparedness Surge Capacity and Volunteer Management Coordinator."

For more information, contact Paul Davis at 360-236-3642 or paul.davis@doh.wa.gov.

Healthy Youth Survey school participation climbs

School recruitment for the 2006 Healthy Youth Survey, which was in the field in October, was again higher than the previous administration. More than 305,000 students from more than 1,000 schools in all 39 counties registered to participate in the survey. Final participation is projected to be the highest in Healthy Youth Survey history. Data and reports will be available to schools and their districts in early March.

For more information, contact Susan Richardson at 360-236-3745 or susan.richardson@doh.wa.gov.

Hot Topics

State's tobacco grades stay consistent

Washington State's 2006 tobacco prevention and control efforts received the same grades as the previous year, according to the recently released *State of Tobacco Control Report* from the American Lung Association. Washington's grades for 2006:

- Tobacco prevention and control spending: B
- Smoke-free air laws: A
- Cigarette tax: A
- Youth access laws: C

[View the report](#)

Washington state has third highest cigarette taxes

Washington state has third highest cigarette taxes in the nation, the same as last year, according to the latest state cigarette tax rates and rankings fact sheet from The Campaign for Tobacco-Free Kids. [View the fact sheet](#)

Gains in youth smoking slow

The significant progress made in reducing youth smoking since the mid-1990s has slowed considerably or stalled, according to a recently released annual *Monitoring the Future Survey* from the National Institute on Drug Abuse. [View the release](#)

New Don't Pass Gas PSAs

Don't Pass Gas, a public service campaign launched in 2005 by the American Legacy Foundation and the Ad Council, has launched new PSAs. [View the site](#) [View the ads](#)

New Smoke Free Movies ad

Advocacy group Smoke Free Movies recently ran a new ad in *Daily Variety* deconstructing Philip Morris USA's public relations campaign, saying it does not want smoking in movies. [View the ad](#)

Resources

Tobacco Prevention Resource Center adds trainings

The Tobacco Prevention Resource Center has scheduled a variety of training over the next several months, including:

- *Bridges Out of Poverty: Strategies for Professionals and Communities* – February 12 in Chehalis and February 27 in Renton
- *Beyond Inclusion: Strategic Interventions for Anti-Oppression* – Friday, March 23, 2007 in Yakima
- *The Science of Nicotine Dependence and Treatment* – May 14 in Mount Vernon and May 16 in Yakima



To learn about the many other offerings and to register for trainings, visit the Tobacco Prevention Resource Center at www.tobaccoprc.org.

Online Newsletters

[O₂ magazine](#) – Washington’s newsletter for tobacco prevention youth activists

[Tobacco Free Press](#) – Tobacco Control Network, bimonthly

[Streethery](#) – American Legacy Foundation youth activism

Other Online Resources

American Cancer Society – www.cancer.org

American Heart Association – www.americanheart.org

American Lung Association – www.lungusa.org

Americans for Nonsmokers’ Rights Foundation – www.no-smoke.org

Asian Pacific Partners for Empowerment and Leadership – www.appealforcommunities.org

Centers for Disease Control, Office on Smoking or Health – www.cdc.gov/tobacco

National African American Tobacco Prevention Network – www.naatpn.org

National Latino Council on Alcohol and Tobacco Prevention – www.nlcatp.org

Teen Health and the Media – www.depts.washington.edu/thmedia

The Campaign for Tobacco-Free Kids – www.tobaccofreekids.org

Tobacco Technical Assistance Consortium – www.ttac.org

Links to Web sites are provided because they may contain relevant information and resources. These Web sites are not maintained by the Department of Health and the department takes no responsibility for the views that may be represented, or the accuracy, propriety, or legality of any material contained on the sites.

Tobacco Prevention & Control Program Clearinghouse

360-236-3966

tobacco.clearing@doh.wa.gov

The clearinghouse can be accessed online at www.prt.wa.gov. Then you click on the General Store link and follow the directions. There are several items on the web-site that are specifically targeted toward a certain audience and must be ordered through Jennifer Dodd. If you need to order any of these items, please contact her at 360-236-3966 or jennifer.dodd@doh.wa.gov.

Please detail who or what these items will be used for and how many of them you need. Please note that if you try and order these items through the Clearinghouse, they will be removed from your order.